New York Test Market

SALEM will test its new positioning, "unexpected cool", in New York beginning in November. The brand will introduce new box styles in the market, in addition to changing the graphics on the base styles. The test in NY will be supported with a full mix of retail, advertising, and experiential/direct marketing. The new positioning of SALEM is targeted toward 21-29 year old trendsetting menthol smokers across diverse ethnic and racial backgrounds, primarily Newport smokers. The target generally does not like marketing that is too commercial or too corporate, marketing is done from the street up to gain credibility with the target. The test area includes the 5 boroughs and Long Island.

Product:

The packaging has changed for all styles of SALEM in the NY test market. There have been 4 new box styles added to the family: full flavor and lights slide box, full flavor 100's box and lights 100's box. The slide box product and the full flavor 100's box have cork tipping and contain a smoother and richer tobacco blend, compared to the soft pack. The slide box product has proven superior to Newport in quantitative testing. The two slide box styles have one green tipped cigarette in every pack which adds unexpected intrigue the product experience. Lights 100's box is the new name for the Custom Case product (the packaging and the name has changed). SALEM Preferred is unchanged due to its limited distribution. The packaging and the product are the same. SALEM Gold is no longer available in the test area.

Advertising:

The new advertising campaign features the colors green and black and introduce the new SALEM logo, the "orb." The campaign tag line, "It's not what you expect," captures SALEM's new attitude. The ads are intriguing and unexpected like the new SALEM box products. Magazine advertising will be in the form of four page inserts, 1/4 page ads, and 1/3 page ads, primarily in alternative publications. Out-of-home is comprised of 30-sheets, 8-sheets, wall paints, security gate advertising, coffee cart advertising, and metro-lites. This media strategy is parallel with SALEM's non-traditional, "up from the street" approach.

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Retail:

At retail, adult smokers will be exposed to black and green POS materials that feature the new SALEM logo and slide box. Some of the POS will be interactive with the consumer. The four new box styles will be introduced with a $.30 discount until year end. This will ensure a level price playing field against KOOL/ Newport, while helping to gain distribution in lower volume calls. The slide-box will be promoted with 4 B1G1F trial generating offers between now and July of 1998. Some of these offers will include name generation with and without a bounceback offer. Franchise smokers will notice that their soft pack has a new look, however there have been no changes made to the product.

Experiential/Direct Marketing:

SALEM's experiential marketing is comprised of field and direct marketing efforts. These efforts complement each other and combine to deliver the SALEM experience to competitive menthol adult smokers. Its primary purpose is to provide SALEM with street credibility.

SALEM has a street marketing team, the Green Team, that is comprised of trendsetting adult menthol smokers who have credibility and are influencers within their peer groups. The Green Team intercepts competitive 21-29 year old menthol smokers, introduces them to the New SALEM product and generates their name.

As a part of the "street up" marketing idea, SALEM is present at events that the target adult smoker would be interested in attending. All of the events are age restricted and range from concert parties to ice skating parties. At each event, there will be a Green Room. In the Green Room are various sensory experiences such as a chill tunnel, ice sculptures, green lighting etc. Adult smokers will be able to try the new SALEM product and the SALEM signature drink, the Mentholini (mint martini) in the Green Room. Admittance to the Green Room is by invitation only. Invitations are sent as a direct mail piece to those whose names have been generated by the Green Team and field sales. Those without invitations can enter the Green Room by filling out a name generation card. SALEM presence is very low key at these events and for the most part only in the Green Room.

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